

**Exercise 3a: Clarifying In-Scope Goals and Developing a Business Goal Table**

You have just started in a new role leading a team developing a new company wide information system to enhance efficiency of operations within the company. You have done a preliminary workshop and analysis of company strategy documents where you have identified the following list of strategic Goals.

1. Create market-leading product-system for the European Market based on our company’s existing Market leading product in our home Asian market. Target delivery in 2 years time
2. Improve operating margin by 5% for current operations across the 10 business locations such that we become market leader in next 2 years.
3. Reduce Manufacturing locations from 6 to 3 in next 3 years to bring about market specific specialisms.
4. Develop Social responsibility programmes in neighbouring communities around current operational business units – in-place next 3 years
5. Develop enhanced, integrated communications systems with our suppliers that improve our responsiveness to emerging market demand – next 2 years.

Allocate these goals to one of the following:

- A. Out of Scope
- B. Dependency on Project
- C. In/Out of Scope
- D. In Scope
- E. Dependency for the Project

For **In-Scope Goal(s)**, develop a Business/ Programme Goals Table

Business/ Programme Goal	How Measured	Time Frame	Who Judges Success?